



**GETTING FAMILIES BACK TO WORK III
STUDY SESSIONS**

Meeting Minutes – October 27-28, 2005

Present: Council Members - Campos, Chirco, Chavez, Cortese, LeZotte, Nguyen, Reed, Williams, Yeager; Gonzales.

Absent: Council Members - None.

Staff: City Manager Del Borgsdorf, City Attorney Richard Doyle, Redevelopment Agency Director Harry S. Mavrogenes, City Clerk Lee Price, Assistant City Clerk Nancy Alford, and Legislative Secretary Susan Davis.

Documents Filed: Getting Families Back to Work II Study Sessions Binder.

Welcome and Opening Remarks

Mayor Gonzales called the Study Session to order at 8:38 a.m. Mayor Gonzales stated that these study sessions will focus on the San José business environment and the City's role by identifying ways in which City Hall can create a healthy business environment for job creation and job retention in San José.

I. Overview of San José Economy and Progress in Driving the City's Economy

A. Progress: Implementation of Getting Families Back to Work and Economic Strategy Initiatives

Director of Economic Development Paul Krutko introduced Assistant Director of Economic Development Kim Welsh, who presented an overview of the Economic Development Strategy, trends and expectations.

Director Krutko outlined the City of San José's relationship between the economy and the General Fund.

Questions and comments from the Council Members followed.

Access the video, the agenda and related reports for this meeting by visiting the City's website at www.sanjoseca.gov/clerk/MeetingArchive.asp

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Director Krutko summarized the Implementation of the Getting Families Back to Work and Economic Strategy Initiatives. Deputy Executive Director Redevelopment Agency John Weis presented an overview the Redevelopment Agency and their role in the Economic Strategy.

B. Development Services at the New City Hall

Director of Planning, Building and Code Enforcement Stephen Haase presented an overview of Development Services at the New City Hall.

II. Development Services Discussion: Presentation of Counter to Counter Team Recommendations

Vice Mayor Chavez presented an overview of the Counter to Counter Team Subcommittee Recommendations. Following was a video presentation of "Small Businesses Working with the City of San José." Joe Head, Summerhill Homes, highlighted small business and neighborhood concerns.

Questions and comments from the Council Members ensued.

Council Member Reed asked about performance measures, stating it is one thing to identify the problems, and another whether or not they have been solved. Vice Mayor Chavez replied that one of the areas that the team focused on was customer service and Staff development. She added that the committee will continue to identify the work plans and timelines and how success will be defined.

III. Public Comment

There were no comments from the public.

The Study Session was adjourned at 11:41 a.m. and reconvened at 1:09 p.m.

IV. Counter to Counter Council Team Recommendations and City Council Discussion

Mayor Gonzales requested the top five recommendations from the Counter to Counter Team for the City to focus and work on. Mayor Gonzales commented he would return to Council at a later date with his recommendations.

Subcommittee #1: Customer Service/Staff Development

Panel presentation by Joe Head, Vice Chair.

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Subcommittee #2: General Plan Update Process

Panel presentation by Pat Saucedo.

Subcommittee #3: Industrial Use/North San José

Panel presentation by Art Kennedy, CarrAmerica.

Subcommittee #4: Inspection Services

Panel presentation by Gerry DeYoung, Ruth & Going.

Subcommittee #5: Historic Resources

Panel presentation by Stephen Polcyn, Reel Grobman & Associates.

Technology and Advisory Bodies

Vice Mayor Chavez commented that a Subcommittee was not created for the Technology and Advisory Bodies, and added that the Planning Commission will be working on these areas in conjunction with the Office of the City Clerk.

Questions and comments from the Council Members followed.

Conversation followed between the Council Members and Director of Planning, Building and Code Enforcement Stephen Haase about study sessions.

Harvey Darnell remarked that the City might use ethnic tourism to its benefit to attract people to San José.

Beverly Bryant, stated that this process is very important and many ideas have come forward.

VI. Public Comment

Former Vice Mayor Pat Dando expressed encouragement regarding this process and outlined three recommendations (1) it is very important update the General Plan and to send the message that "San José is open for business"; (2) Don't stop the Planning processes but Council should continue to set the guidelines; (3) Counter to Council meetings will identify various specifics to make it easier to do business easier in San José, and lastly an Inspector of Record and an Appeal Process would be good additions.

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Ed Rast stated that the Counter to Council meetings have been very helpful. He added that the general public does not always understand what is going on, education is a the key issue to helping the public, and the City should utilize the web more for publishing information.

V. City Council discussion

Individual Council comments followed.

The meeting was adjourned at 4:29 p.m.

RECESS/CONVENE

Mayor Gonzales called the Study Session for October 28, 2006 to order at 8:11 a.m.

Present: Council Members - Campos, Chirco, Chavez, Cortese, LeZotte, Nguyen, Reed, Williams, Yeager; Gonzales.

Absent: Council Members - None.

Staff: City Manager Del Borgsdorf, City Attorney Richard Doyle, Redevelopment Agency Director Harry S. Mavrogenes, City Clerk Lee Price, Assistant City Clerk Nancy Alford, and Legislative Secretary Susan Davis.

Mayor Gonzales convened the meeting at 8:11 a.m.

I. Expert Presentation on Role of Retail

Jerry Hunt, International Council of Shopping Centers, Northern California State Director, presented an overview of the types of retail centers and responded to Council questions.

II. Orientation: Retail in San José

Redevelopment Agency Manager Kelly Kline outlined the retail in San José.

Office of Economic Development Corporate Outreach Manager Nanci Klein outlined the challenges in closing the citywide retail deficit.

III. "Doing Business in San José" Panel I: Large Retail Sales Tax Generators

Presentations by Steve Cornelius, Greg George, Real Estate Manager, Home Depot, Russ Hill, United Auto Group, Matt Kircher, Target, Tom Lenny and Jim Randolph.

IV. Council Discussion

A short discussion among the Council Members and the panel followed.

V. Public Comment

There was no public comment.

The Study Session adjourned at 11:53 a.m. and reconvened at 1:40 p.m.

VI. "Choosing to Steer Business to San José" Panel 2: Brokers' Perspective

Presentations by Mark Ritchie, Jon Stansbury, John Kovaleski, Lin Miller, Whole Foods and Peets Coffee.

Questions and comments from the Council Members followed.

VII. "Reality of Being a Small Business in San José Panel 3: Small Business Perspective

Presentations by Florian Carlos, Dan Doherty, Thanh Phoung, Yaeko, Saleh Raad, Rigo Bracamontes and Rebecca Sell.

VIII. Council Discussion

Individual Council comments followed.

IX. Public Comment

Pete Furman, resident and small business owner, expressed thanks and encouragement to the City.

Mayor Gonzales remarked he would bring forth recommendations in two weeks.

The Study Session was adjourned at 4:25 p.m.

LEE PRICE, CMC, CITY CLERK

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